

Sponsored Playlist Guide



A sponsored playlist can be a great incentive for people to donate, and to encourage people who have already donated to give again!

Getting started

- Create a public Spotify playlist that your friends can view
- Set yourself a target and a deadline (e.g. that you want to raise £200 in the next 2 weeks)
- Share your fundraising page on social media, explaining that everyone who donates a set amount (e.g. £5) before your deadline can choose a song that will go onto your playlist - which you must then listen to during your run/challenge!

Sharing your playlist

- When posting on social media, try and keep things fresh by sharing updates of the total amount raised in order to keep your audience engaged and to avoid repeating yourself
- Give examples of the kind of songs that people have chosen so far, or even encourage people to listen to the playlist themselves!
- Don't forget to thank all of your donors!

Top tips

- You can either do this by sharing your existing fundraising page, or you could do it by creating a Facebook Fundraiser. See our 'Facebook Fundraiser Guide' for more info!
- Consider extra incentives. For example, you could say that anyone who donates £20 can add an entire album to your playlist.
- Please note that MRF is not responsible for any damage caused by listening to Cotton Eyed Joe on repeat (or whatever songs your 'friends' choose for you!)



www.meningitis.org

Matt raised £220 from his sponsored playlist!

- Matt Lyons, Kilimanjaro

www.meningitis.org